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THE PHILIPPINE STAR
LIFESTYLE

Saturday, January 16, 2016 D-1

Modern Living



1ST OF 3

11 trends that explain the world we live in



The trend Green and Natural has been around for years, says global social trends expert Daniel Levine. It could be about materials, organic shapes or greenery inside. "As the borders blur between work and home life, there's a strong desire to bring nature into our homes, so expect interiors filled with plants and herbs."

CRAZY QUILT



By TANYA T. LARA

It may come as a surprise that the expert whom the top furniture manufacturing associations in the Philippines invited to hold workshops in Manila and Cebu is the first to say that he doesn't know anything about making furniture. Top global trends expert Daniel Levine, founder and director of the consulting firm Avant-Guide Institute, was in Manila this week to talk about social trends around the world with local furniture manufacturers who are preparing for the Philippine International Furniture Show on March 11 to 13.

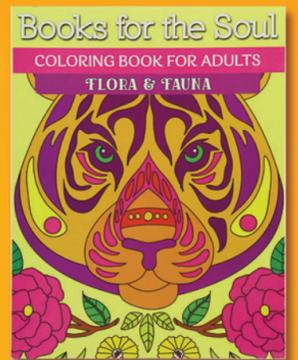
Levine has consulted for hotels, designers, and companies such as MasterCard, Intel, Deutsche Telekom, UNWTO, Boehringer, Samsonite, World Travel Market, Turkish Airlines, Jumeirah, and the country tourism boards on four continents.

Levine can be described as a sociologist, psychologist, data
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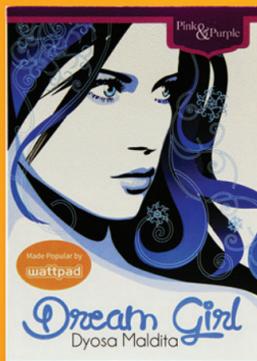
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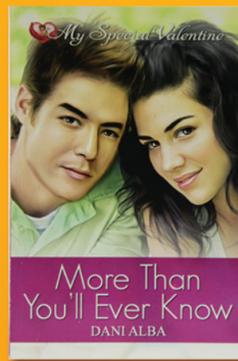
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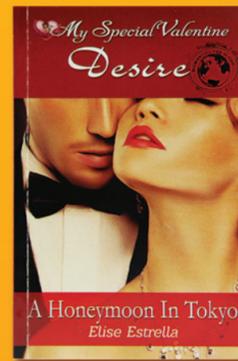
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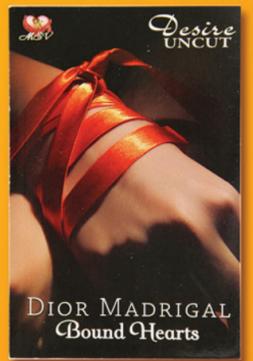
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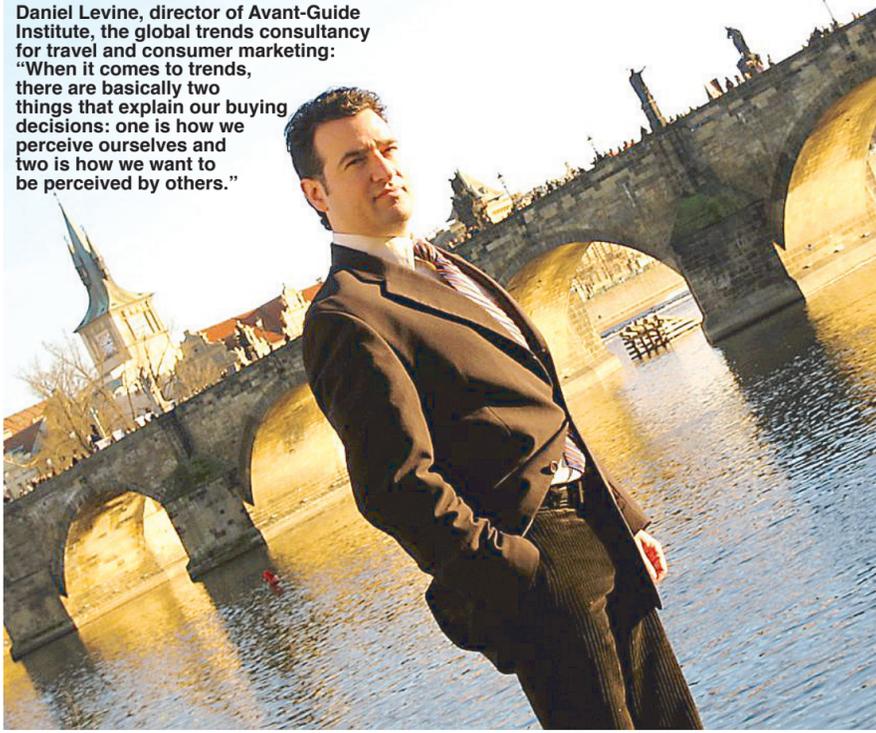
11 TRENDS THAT EXPLAIN THE WORLD WE LIVE IN From Page D-1

analyst, writer — and magician because he can connect the dots between seemingly random behaviors and make this information profitable for businesses.

"When it comes to trends, there's basically two things that explain our buying decisions: one is how we perceive ourselves and two is how we want to be perceived by others," Levine says. "We work with companies that are number crunchers. We're the other side of the trend, what I'd like to think as the sexy side. We say, we know how many people they are, how old they are, how much money they make — but who are they, what do they want, what's driving their desires? So there are really two sides to trends, like the left brain and the right brain. There are numbers and then there's what we do.

In his workshops in Cebu and Manila, Levine presented 11 social trends for 2017: Green and Natural, Socially Responsible, Heritage and Craftsmanship, Health, Introspection, Meaningful Connections, Uniqueness, Personalization, Technology, Simplicity, and Flashy Wealthy. And the colors that are going to be big,

Daniel Levine, director of Avant-Guide Institute, the global trends consultancy for travel and consumer marketing: "When it comes to trends, there are basically two things that explain our buying decisions: one is how we perceive ourselves and two is how we want to be perceived by others."



Simplicity



Social responsibility among companies is a big trend.



Introspection with the aid of smart watches



Heritage and Craftsmanship

which are gray, beige, off-white, white, yellow, walnut, brown and gold.

Instead of showing them furniture, he "showed them what's selling in other industries. I can do them a much bigger service by explaining to them why people want things and then let them use their own ingenuity to come up with answers and ideas that fit into what people want. That's where innovation happens, not by copying."

He then challenged the participants to think out of the box in designing around these behaviors. Like green and natural, it doesn't just mean the materials, it could also be organic forms or motifs that fit into this trend

"The definition of 'trend' is the movement of a people in a particular, measurable direction. When you can measure what people are thinking and feeling, there's a trend happening."

He emphasizes the differentiation between fads and trends, saying, "A fad comes quickly and then goes away real quick, too. A trend comes slowly and stays with us, like the green and eco trend has been around for a while and is really gaining critical mass here now. We have selfies, maybe next year it will be dronies or selfies using drones."

He adds that trendspotting is very much into studying contemporary culture. "I'm a generalist while a lot of people are specialists. Most people know what they do very well; I know a little bit about a lot of things. And I think the value I bring is I help people and business see what other people are doing and putting that in context for them. Most business people are very inward looking, they know about their business and their competitor's, but they don't know about other industries that are trying to attract the same customers they're looking to attract."

Excerpts from our interview:

THE PHILIPPINE STAR: The 11 global social trends you presented, how should they influence Philippine design?

DANIEL LEVINE: During the past few days, people were really open with their ideas and showed their creativity. The challenge that Philippine manufacturers are facing is marketing, to understand the buying trends in Europe and America which are their two biggest markets, and how to get closer to their markets.

The other thing is that the world has changed. The model used to be that buyers show up at a trade show, you make your connections and that's it, you're set for the year. Since the economic downturn of 2008, people started going to fewer trade shows but at the

same time, with the oncoming of the Internet and mobile phones changing the way people are communicating, there are fewer reasons to go to so many trade shows. People who before may have gone to five shows a year are now going to only two or three shows. Another part of that is that because of the chain of buying things, they don't want a lot of inventory, they're buying a smaller amount of things and they're doing it by email or phone. I was not surprised that some companies here don't even have proper websites. These days, your website is your main brochure around the world. They must connect with buyers in other ways outside the shows.

Charles Darwin famously said something like, it's not the biggest or the strongest that survive, it's those who are best at changing and adapting. It's true with nature and it's true in the business world as well. That's why small companies can do really well.

How similar or different are these trends from, say, two years ago?

These big trends are big trends because they have been with us for some time. A fad comes and goes quickly and it's fun whether it's a piece of fashion or a hairstyle. Trends come slowly and stay with us. Furniture manufacturers in the Philippines have been doing green and eco since the beginning of time.

But it wasn't sustainable until in recent decades.

Perhaps it wasn't always sustainable, but it has always been done naturally. It's a concept that's now really important to western buyers, that things should be sustainable and eco. Getting back to the question are these trends all new? No. It's not like every year there's a new trend.

There are two trends that seem to be contradictory, simplicity and flashy wealth. Can you expound on this?

When you look at the United States, it's 400 million people, it's not one market but many markets. You find some people who are consuming so much and then they say enough, and they give everything away. The idea is that some people want to live simpler lives and a good example of that is the current Pope. It's not about money ultimately; it's about things that cannot be taken away, whether your bank account goes up or down. It's about health, family, friends, learning. There is a large group of people who understand that what's important in the world are the meaningful things.

It is the opposite of flashy wealth. In some cultures like, famously, some Middle Eastern

countries, flashing wealth means more bling. In the US, flashing wealth is not about being blinged out, they are showing it in different ways. For example, the Prius — it's not a cheap car and it's not very expensive — but many rich people in the US drive this car. It's showing something about their mentality. Toyota created a totally different new form for the Prius, so when people see it, they know it's a Prius.

What does introspection mean as a trend?

I'm connecting this to the idea that people are monitoring themselves all the time. It's connected to the trend of smart watches. Look at this Fitbit, it tells the time, monitors your heartbeat, calories burned, number of steps, sleep, etc. There are smart socks for running to monitor your stride and foot strike; helmets for bicycling to monitor the oxygen levels in your blood; goggles for skiing that tell how high you are on a hill, how high you jump. I see something new every day — some gadgets may be a fad, but monitoring ourselves is a trend. I might even connect this to selfies.

Whenever I see a big trend, like this one, there are always ways for businesses to create something that will appeal to consumers.

Would you say the biggest driver for trends is technology?

It is a driver but not the biggest. Sometimes it's economics, culture in general, politics, and social drivers. In the American workplace, there's a very big trend for flexible work time as long as you get the job done, so working from home is not directly related to technology but it makes it possible.

When we buy, is it always a conscious decision?

It's almost *never* a conscious decision. I feel like I'm selling the secret sauce, because nobody goes into a store and says, "I'm looking for something because I follow the trend of simplicity." *Nobody*. I'm explaining to businesses how, if you put something out there that's simple or if you make people's lives simpler, they will go for it.

Of the past decade, what trends surprised you the most?

Well, I'm not easily surprised, but sometimes I'm surprised at how fast things can change. Things can go very slowly and all of a sudden there's a quick shift. At least in the United States, how quickly, all of a sudden, gay marriage became normal after years and years of people pushing to make it happen. All of a sudden, there was a cultural shift. Marijuana legislation is another thing in the United States. In Canada, they have a new premier, Justin Trudeau, and one of the platforms he won on is to make recreational marijuana legal. That's

Global trends specialist Daniel Levine lends his expertise in distilling purchasing behaviors around the world to help Filipino furniture manufacturers.



Health



Meaningful Connections



Personalization

the way the world is moving right now.

Is that a good thing? These events are sure to change our values.

Our values are the same thing as trends; we are continually evolving and changing — all of us. It's economic, social, political and technology that push us to change. Many people say it was social networking that pushed the revolution to happen in the Middle East.

Culture changes slowly, almost imperceptibly day to day, and sometimes there's a huge culture quake that changes things immediately, like the economic downturn of 2008. Otherwise, it's almost imperceptible when you look at it in five-year chunks. What we do is we notice these changes as they are happening. It's very hard to do that because they're happening so slowly. That's how we help businesses.

Is your research team made up of sociologists then?

No, our team is made up of regular people. We have thousands of trendspotters around the world who individually send us things that are new and unique and unusual. What we do back in our New York office is to study these and determine whether the same things are happening, whether psychographic, demographic or geographic. And we connect the dots and alert our clients.

Which part of the world leads in trendsetting?

Things come from everywhere now. Obviously, California is a leader when it comes to technology. There's so much pastiche of culture because it goes around the world in a second with the Internet. There's no reason why anybody in a small town in the Philippines who has Internet connection cannot know the same things as someone in the center of Paris. The world is moving faster every year.

Is that good for us?

That's a question that maybe you should ask a philosopher. What I'm sure of is that it's led to this anti-trend movement where people want to get away from all the technology and sort of go back to simplicity. Even in travel and tourism, people want to be cut off from the rest of the world and be quiet.

They say technology is doubling every year and a half. The amount of transistors that they could put on a chip physically doubles. I was at ILTM, International Luxury Travel Market, in Cannes and I was on a panel. The main speaker was Buzz Aldrin, the second man on the moon. He was telling stories about going to the moon and he said the Apollo 11 aircraft that he was on had less computing power on it than the iPhone. Isn't that amazing? It shows you how far we've come. Now, we have these in our pockets.

What got you interested in trendspotting?

My first job right after college — where I

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Nippon unveils nine color trends in Asia



Nippon Paint Philippines deputy general manager Ken Ng Teck Nam, color expert Serene Pang, interior designer Michael Pizarro, architect Jose Ramon Carunungan and Nippon Paint Philippines GM Michael Chung

Nippon Paint (Coatings) Philippines, a member of the Nippon Paint Malaysia Group, launched the Trend Beyond Colors 2016/2017, which includes nine key color palettes, categorized into three inspirational palettes: "We Are One," "New Eco" and "Wonder-Lust."

The nine trend colors were curated and handpicked by more than 50 design professionals, color experts and enthusiasts from all over Asia Pacific, including the Philippines, Malaysia, Singapore, China, India, Hong Kong, Thailand, Taiwan, and Japan, at the Asia Pacific ChromaZone Color Forecasting Workshop 2015 in Japan earlier this year.

"As the Total Coatings Expert, we at Nippon Paint continuously push the boundaries of paint and colors to pioneer and redefine the Asian palette, inspiring consumers to re-think

paint and re-create possibilities on all surfaces," remarked Michael Chung, general manager of Nippon Paint (Coatings) Philippines.

Explaining how professionals choose the trending colors, color expert Serene Pang said, "Colors are chosen based on political, economic and social factors. For example, in 2002, that was the time when Asia had just come out of the 1999 financial doldrums. Everything was about optimism, and so colors included bright red, electric blue and yellow. But that palette was not applicable to the USA during that time because of the 2001 9/11 terrorist attacks. Everybody was in grief. Colors were muted and dull like deep greens, greys, etc..."

This year, Pang explained that the Asian palettes were mainly influenced by three things: technology, nature and the individual spirit.

The first series, "We Are One" features modern colors reminding how new age technology and social media are constantly affecting our lives and keeping us connected wherever we are. The palette features Founder Blue (NP PB 1527D), Gray Knight (NP N 2001T), and Green Tuft (NP BGG 1666A).

The second series, "New Eco," celebrates the wonders and simplicity of Mother Earth. Inspired



Mapua Interior Design students Beverly Aragon, Yurika Aya-ay, Nathalie Ines, Carlo Gonzales, Camille Allas, Alexandra Javier, and Kayla Morales show a design imbued with a sense of social responsibility to make a difference in people's lives.

Mapua Interior Design class mounts exhibit

The graduating class of the Interior Design program of the Mapua Institute of Technology is holding an exhibit to showcase the students' creativity and awareness of current social issues. This year, they are extending their design services to the institution of Asilo de San Vicente de Paul, which caters to the needs of the less fortunate and is located on UN Ave., Manila.

The class exhibit is called "Garden of Hope" and opens today, Jan. 16. It features the Rendu home that interprets the concept of a garden in a girl's social area as part of the design. The concept garden creates an environment that highlights happiness, hope, creativity and togetherness for the children of the Asilo de San Vicente de Paul. The class aims to provide an environment that will help the children learn and appreciate things to make them responsible and mature human beings.

by nature, "New Eco" brings consumers back in touch with the environment from its quietly stylish but ultimately comforting colors. The palette reinterprets Asia's captivating nature, including Tavern Buff (NP N 1867P), Lush (NP BGG 1605T) and Volcanic Black (NP N 1918A).

The third collection, "Wonder-Lust" embodies today's YOLO or "You only live once" culture as it explores one's discovery for the perfect balance in life through our continual search for new interests, hobbies, experiences and adventures. The lively colors featured are Being Peach (NP YO 1219T), Fast Car (NP AC 2076A), and Blue Lullaby (NP PB 1550P).

Nippon Paint Trend Beyond Colors 2016/17 color palettes are now available nationwide. To download or to read it online, visit http://www.nipponpaint.com.my/inspirations/trend_beyond_colors_2016_17.

11 TRENDS THAT EXPLAIN THE WORLD WE LIVE IN

From Page D-2



Flashy Wealth

studied history — was writing guidebooks. I wanted to travel around the world but didn't have enough money to do it. In my naiveté, I thought, well, if I could travel and write and get paid for writing, that would be cool. I was living in New York and called up on the phone one of the biggest travel guidebooks in the US at the time which was Frommer's. And I found Arthur Frommer, the guy who started it, and called him up at home and invited him to lunch (laughs). I was 21 and finishing my last year of school. He was so nice, he said yes and came to lunch. I had been to Europe before, and I had read his book, the biggest travel guidebook in America was his Europe.

I said to him, I love your Europe guide and I used it recently, but it sounds dated to me and I gave him a bunch of examples. He said that "girls in Stockholm looked like Greta Garbo," you know, this kind of old references.

He said, "I have good news and bad news. The bad news is that I don't own the books anymore. I sold them to Simon and Schuster 15 years ago. But I still keep an office there and they told me that for the first time in 30 years, they're looking for young writers to completely re-do the books and I will introduce you to the editor in chief."

So I was in her office the next week and we had a really good meeting. I walked out of her office on a cloud. The summer after school, I went to London, stayed two and a half months, wrote that chapter, they paid me \$4,000, and I continued traveling around the world.

And you still wrote for them?

No, that was the only thing they offered me. This was almost 30 years ago. I was traveling between the US, Europe and Asia. Then I flew to California and I saw Santa Barbara and thought, wow, I could live here. I didn't know what to do next. I moved to California and called my editor, and she said, oh that's interesting. Our California writers just quit, would you like to write our California books? I said okay. I ended up writing 10 books for them. So that's how life goes.

Then I started my own company and we were publishing guides to cities around the world. We were hiring a lot of people around the world. Frommer's, they just hired me — one guy with a deadline; I thought the best way to do the books was to hire a bunch of people living in those places. So that's what we did. It's a much harder way to do books, it's an editor's nightmare. I was sometimes hired a hundred people to do one book. We had a lot of books and more than a thousand people writing them.

A few years later, the Internet came up and people stopped reading and buying books. I could see the future and thought this was going to go down. At the same time, I got a call from a big company in Europe and they wanted me to take their CEO and CFO and top people around on a tour of some cities to show state-of-the-art retail because they were interested in opening stores. I knew where to take them because we were putting these little books together. They paid really well for it, and that's when I started connecting the dots in my own head. I thought, there's a business here — to help businesses understand trends and what was going on. I already had these writers who were the beginning of this trendspotting network. I sold the publishing company and went full on with my partners into trendspotting.

I see it really as a continuum. I studied history because I was interested in how I got here, and writing travel guides was like writing contemporary history, and I could imagine in the future historians looking at your blog to see what it was like. That's how I see travel writing. And at the same time it was like writing my autobiography in guide book form.

Follow the author on Instagram and Twitter @iamtanyalara. Visit her travel blog on www.findingmyway.net.

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Miele enhances homes through design and innovation

Miele is the brand of choice among discerning homeowners as well as project businesses and property developers.

And with the launch of the new Generation 6000 Series, Miele once again showcased the most sophisticated line of kitchen and laundry equipment that combines elegant designs and innovative functionality.

"Design makes our brand visible and perceptible. But before that, we first address the expectations and aspirations of our clients and try to shape the relationship between consumers and products," says Miele designer Andreas Enslin. "Miele focuses on quality which is unparalleled throughout the industry. Our design stands for the values that define our brand: innovation, fascination and perceived value. It also stands for timelessness."

Because of Miele's technology and innovation, the brand has been lauded by the most discerning customers including Apple founder and innovator Steve Jobs. "They ended up getting a Miele washer and dryer made in Germany. 'I got more thrill out of them than I have out of any piece of high tech in years'," Jobs said. (from the book *Steve Jobs*, page 276, by Walter Isaacson).

Miele continues to equip exclusive new buildings globally with its premium domestic appliances on a big scale.

In India, for instance, Miele provides 12,000 built-in cooker hoods, gas hobs, microwave ovens and dishwashers as the basic lineup for 3,000 apartments of the Golf Estate complex near the Indian metropolis of Delhi, naming the complex as the single biggest order in the history of the company.

Other equally prestigious projects that have been fitted or will be fitted with Miele domestic appliances are One Tower Bridge in London; Msheireb in Doha; One 57 in the heart of Manhattan; The



Burj Khalifa in Dubai is equipped with numerous luxury brands, including Miele ovens, hobs and hoods.



Burj Khalifa in Dubai, the world's tallest skyscraper



Miele appliances can be found in 570 homes in the Eden Island Resort in Seychelles.



Miele gas hob and hood at Trump International Hotel and Tower in Chicago, Illinois

Austin in Hong Kong; Toranomon Hills in Tokyo; Burj Khalifa in Dubai; Emirate Hills and Palm Jumeirah; Trump International Hotel and Tower in Chicago; The Trump Hollywood in Fort Lauderdale Florida; and The Lucida in Manhattan's Upper East Side. These are some of the world's most coveted real estate properties.

Moreover, Miele's Generation 6000 series appliances can be found in 570 homes in the Eden Island Resort on the Seychelles that is now referred to as "Miele Island."

"We have already achieved notable success in the Philippines. It was a stroke of luck that we were able to win over a committed importer as our partner (Focus Global Inc.)," says Dr. Markus Miele, managing director and co-proprietor of Miele.

Such was the enthusiastic acceptance of the local market that Focus Global recently forged partnerships with Roxas Land Corporation's Two Roxas Triangle. This imposing structure will be home to Manila's elite. Luxury is the operative word when all its units have been equipped with Miele's range hoods, cooktops, ovens and dishwashers.

Each Miele product boasts precise functionality, unprecedented performance and proven accessibility that are unparalleled globally.

Miele domestic appliances are exclusively distributed by Focus Global Inc. in the Philippines.

Making long travels safe for bus passengers

Life on the road for many Filipino commuters can be tough. But 36-year-old father-of-two Jun Ildefonso is actually fond of the long bus ride from his home in Malolos, Bulacan going to Guagua, Pampanga. On other days, he travels from Malolos to Ortigas Avenue in Pasig City.

"My work requires me to take considerably long distances for six days a week," shares Jun. "Every day, at 5:30 a.m., I take Victory Liner bus no. 137. I've been doing this for over five years now."

Jun is a chief financial officer's executive assistant for an electrical company. Although he has a daily hectic schedule, Jun can fortunately take comfortable rests at the bus, or go online via its readily available Wi-Fi to check work-related emails or simply to leisurely browse the web. His favorite pastime is to check his Twitter account; otherwise, he chats with the bus driver who has already become a friend.

"I always choose Victory Liner because they're always on time, reliable, convenient, clean and comfortable," he reveals. "The seats are spacious — good for long naps. Aside from the free Wi-Fi, there is nice music and a television set so passengers wouldn't get bored during the trip."

Safety is also of paramount importance to Jun. "I want to



Jun Ildefonso works as a chief financial officer's executive assistant for an electrical company that sometimes requires him to take long travels. Because of Victory Liner, long trips are comfortable and entertaining because of the spacious seats and available Wi-Fi connection.

always be able to go home to my family," he quips. Responsible bus drivers and safety features that ensure his well-being on the road are both a big deal for Jun. "VLI buses are equipped with state-of-the-art GPS, speed-limiter and a CCTV for secu-

urity. What's more, bus drivers and conductors are courteous, dependable and knowledgeable in defensive driving. They are never late and are consistently professional."

This is the highest level of comfort and safety that Victory Liner Inc. (VLI) has forged for over 70 years as Filipinos' most trusted partner on their journey. The bus company's brand of service has enabled it to become the largest public bus transportation provider servicing Northern Luzon destinations.

Aside from work-related travels, Jun also opts to avail himself of the VLI deluxe bus going to Baguio which is his favorite vacation destination. "The first-class service includes having a comfort room onboard, Lazy Boy type seats, and a stewardess who assists passengers, serves snacks and is ready to extend medical assistance and first aid in case needed."

For Jun and many other regular passengers, the bus company takes a significant part of their daily lives. Aside from its conveniences, VLI ensures its passengers get to their destination safely and on time, in the most comfortable way possible.

For information, visit www.victoryliner.com or check out [facebook.com/byahengvictory](https://www.facebook.com/byahengvictory) and twitter.com/byahengvictory.

Taguig City cites DMCI Homes as partner in progress

Taguig City, one of the Philippines' fastest growing metropolises, is home to numerous public-private partnerships that contributed to the country's progress. Once an unknown backwoods of Manila, the City of Taguig has in six years been transformed into a thriving business, residential and commercial hub.

In commemoration of these successful partnerships, the city administration recently held a thanksgiving celebration at the Taguig satellite office in SM Aura Tower to honor its top partners in progress.

Leading the event was Mayor Lani Cayetano, together with Senator Alan Peter Cayetano and guest of honor, Davao Mayor Rodrigo Duterte. The occasion gathered the investors and businesses who have shown steadfast confidence and support for the city's development potentials over the years.

"Whatever good developments you see around this city, the thousands who have graduated from colleges and universities that are now working, the thousands who are still in school and in scholarships, the thousands who have been nursed back to health by our hospitals and health centers, I am pleased to say that all of you have played a big part in it. *Kaya sa gabi pong ito, tanggapin niyo po ang aming taos-pusong pasasalamat,*" enthused Taguig City Mayor Lani Cayetano.

One of the investors recognized was DMCI Homes, which has built a progressive track record of successful residential projects in Taguig since 1999. The first project of DMCI Homes was, in fact, located in Taguig, the Lakeview Manors. "We've al-



Jan Venturanza, DMCI Homes AVP for marketing (left), receives a plaque of appreciation from the city government of Taguig. Leading the awarding ceremony are Taguig Mayor Lani Cayetano (center) and Senator Pia Cayetano.

ways believed in the potential of the city from then until now," noted Jan Venturanza, AVP for marketing at DMCI Homes.

DMCI Homes ranked 13th among Taguig's top partners in progress. The triple A property builder has developed over 47 hectares of the city's land into premium condominium and subdivision residences which provide quality homes for over 6,000 residents of Taguig.

The developer's projects in the city have been made more successful because of its administration's continuous achievements in the areas of education, health, infrastructure development, peace and order, and overall quality of life.

In fact, from 2010 to 2015, scholarship programs have been enhanced and produced over 34,000 scholars, PhilHealth benefits enabled residents to avail themselves of hospital and medical services for free, and more businesses came in. In support of the industries, over 6,000 have been trained in food and beverage services, electrical and computer maintenance, entrepreneurship, and other fields of specialization. The city is also currently the top achiever among all clusters and divisions in the Department of Education's National Achievement Test — a leap from its 13th spot among 16 cities in the National Capital Region back in 2010.

"These are all because of you," said Cayetano. "We are a work in progress. But I'm excited for the future, because businesses and investments will have grown by then. Whatever

revenues we collect from you, we make sure that we put this into targeted programs that bridge the gap between the rich and the poor."

Taguig City continues to strive to be a premium land in the minds of people — one of the most livable, progressive and business-friendly cities in the country and where residents experience the benefits of the city's growth.

Other companies cited during the thanksgiving event were Sony Philippines at the 20th spot, followed by Ericsson Services Philippines Inc, Makati Development Corp, Motor Image Manila Inc, Fiji North Properties Inc, Del Monte Philippines Inc, Metro Drug Inc, Kapatiran Realty Corp, Alveo Land Corp, Megaworld Corp, Colgate Palmolive Philippines Inc, Serendra Inc, Nokia Solutions and Networks Philippines Inc, BG South Properties Inc, Avida Land Corp, Station Square East Commercial Corp, Ayala Land Inc, Samsung Electronic Philippines, Inc. and at top rank is the Fort Bonifacio Development Corp.

Taguig continues to be one of the country's most successful and competitive financial districts, with tax rates much lower than neighboring cities. It is home to 16 universal and commercial banks, 10 rural banks, 1,126 manufacturing firms, two shopping malls, 24 cottage industries, 7,776 registered commercial and industrial establishments, 53 subdivisions and two public markets.

Horticulture extravaganza set



King Louis Flowers and Plants' entry, which won first prize in last year's floral float parade

In commemoration of the 40th anniversary of the Philippine Horticultural Society Inc. the Flower and Garden Show Extravaganza will be held from Feb. 4 to 15 at the Hardin ng Mga Bulaklak and Tropical Gardens of Quezon Memorial Circle in Quezon City.

According to club president Dorie S. Bernabe, the show will teach people how to make money in gardening. This time, the art of gardening is not just a hobby but an industry and a way of life, providing food, medicine, health and beauty, relaxation and a longer life. Ornamental gardening is a big dollar-earner in Holland, Thailand, Hawaii, China, Japan, England and many other developed countries.

Apart from landscape exhibits and individual plant competitions, there will be a floral float parade, a flower arrangement show, on-the-spot painting contest, bonsai and fauna show, raffles and daily lecture-demonstrations on the various aspects of gardening. Ribbons, trophies, medals, plaques and cash awards will be given to deserving participants in all competition. Hundreds of commercial exhibitors from all over the country have already signed up to offer their products.

There will be 12 members participating in the landscape competition while in the individual plant competition any member is allowed to show their best plants. Any individual or company, local or foreign, may participate in the commercial exhibits but in the flower arrangement competition, only 40 Horti members are allowed to participate with the idea of commemorating the 40th anniversary.

Ten companies will participate in the floral float parade, which starts at 7:30 a.m. on designated streets in Quezon City, after which they will be displayed at the Quezon Memorial Circle for two days.

Plant enthusiasts, teachers, students and employees are invited to see and participate in the show.